



The Senoff Loop Market Analysis 2014

www.SenoffLoop.com



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The Senoff Loop White Paper

Introduction

Accessories for cell phones and other Personal Electronic Devices (PEDs) have become a \$20 billion dollar industry, with the average smartphone consumer paying just under \$60 per device to accessorize their phones with add-ons (bgr.com 2012). With the growing diversity of



protective cases, flip covers, arm bands, vehicle docs, and screen protectors, the market for PED accessories is positioned for continued growth as more developers leverage the existing smartphone market and exploit app capabilities by creating auxiliary smartphone components that are easily integrated onto existing devices. Additionally, as smartphone and PED ownership continues to proliferate, accessory developers will need to consider users' desires for streamlined and personalized add-ons which are not only cost-effective, but that add to the

functionality of their devices without creating additional bulk or other inconveniences. One such

development, The Senoff Loop, is able to leverage and capitalize upon consumers' needs for such a phone accessory. With its low-profile and seamless design which can be easily attached to most any smart phone and PED, the Senoff Loop is a cost-effective alternative to expensive cases and other phone accessories. The Senoff Loop also offers unprecedented marketing, branding, and distribution integration, making this product the most unique and distinguishable protective add-on in the industry.



Current Cell Phone Accessories Market

Data show that consumers spend about \$60 per device to accessorize their smartphones, which includes products such as protective cases, screen protectors, and flip covers. A 2012 study on smartphone case segmentation reports that 3 in 4 smartphone owners have a protective case for their device, with nearly 87% of those consumers being iPhone users (npd.com 2013). Consumers who chose not to use protective cases stated several reasons for opting to go case-free, including:

- Too much added bulk
- Preferring the look of their phone without a case
- They were not worried about dropping their phone
- Cases were too expensive

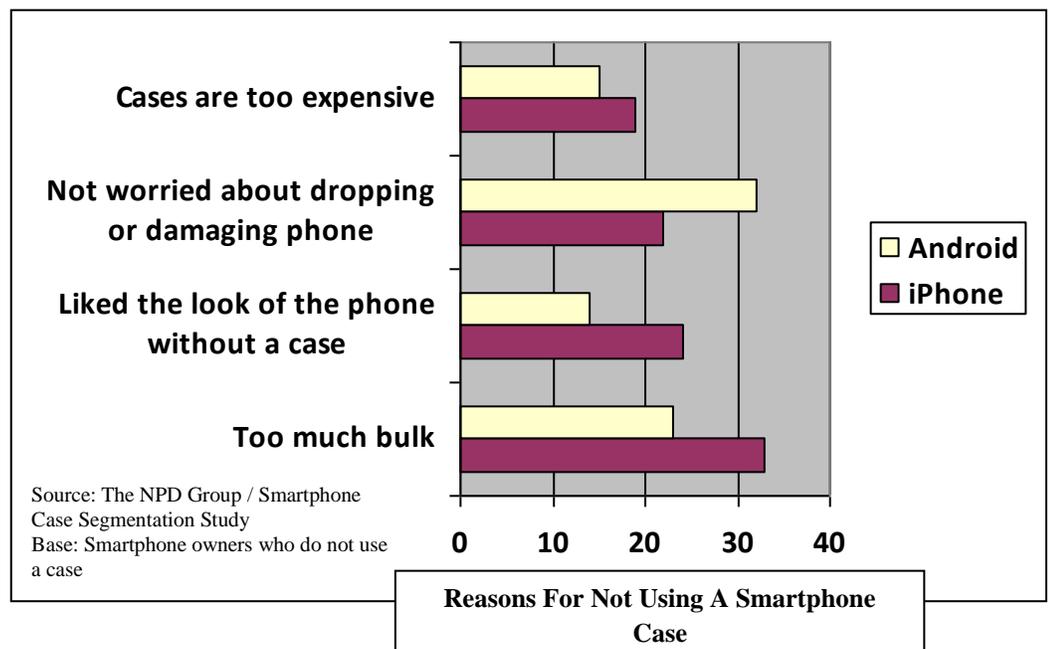
Protective cases are by far the most popular cell phone accessory, followed by the purchase of headphones, hands-free headsets, batteries and chargers, and screen protectors respectively (Statista 2014).

With smartphones being a relatively substantial investment, it stands to reason that consumers will want to invest in protecting their device from harm that can result in everyday use, such as accidentally dropping the phone on cement or tile, water damage, and cracked screens. Yet, consumers differ greatly in their motivations for buying particular protective casings, and have been segmented into the following buyer categories:

- **Quality Protector:** Ultimate goal is to preserve their smartphone
 - **Fashionista:** Considers the style/fashion of cases to be of paramount importance
 - **Cute and Cheap:** Similar to Fashionistas, but considerably more sensitive to cost
 - **Basic Protector:** Tends to be the least selective and doesn't put much thought into the case selection process
 - **Savvy Enthusiast:** Overly enthusiastic about cases and technology, in general
- (Source: npd.com 2013)

Knowing this, cell phone accessory developers are able to apply their understanding of consumers' buying habits to create auxiliary products to align with buyers needs. The Senoff Loop is not only designed to appeal to smartphone owners' desires for a cost effective quality protector, but also takes advantage of the "Fasionista," "Cute and Cheap," and "Basic Protector"

buying habits while integrating massive marketing and branding opportunities for companies and distributors. Because of its cost-effective and low-profile design, The Senoff Loop is one of



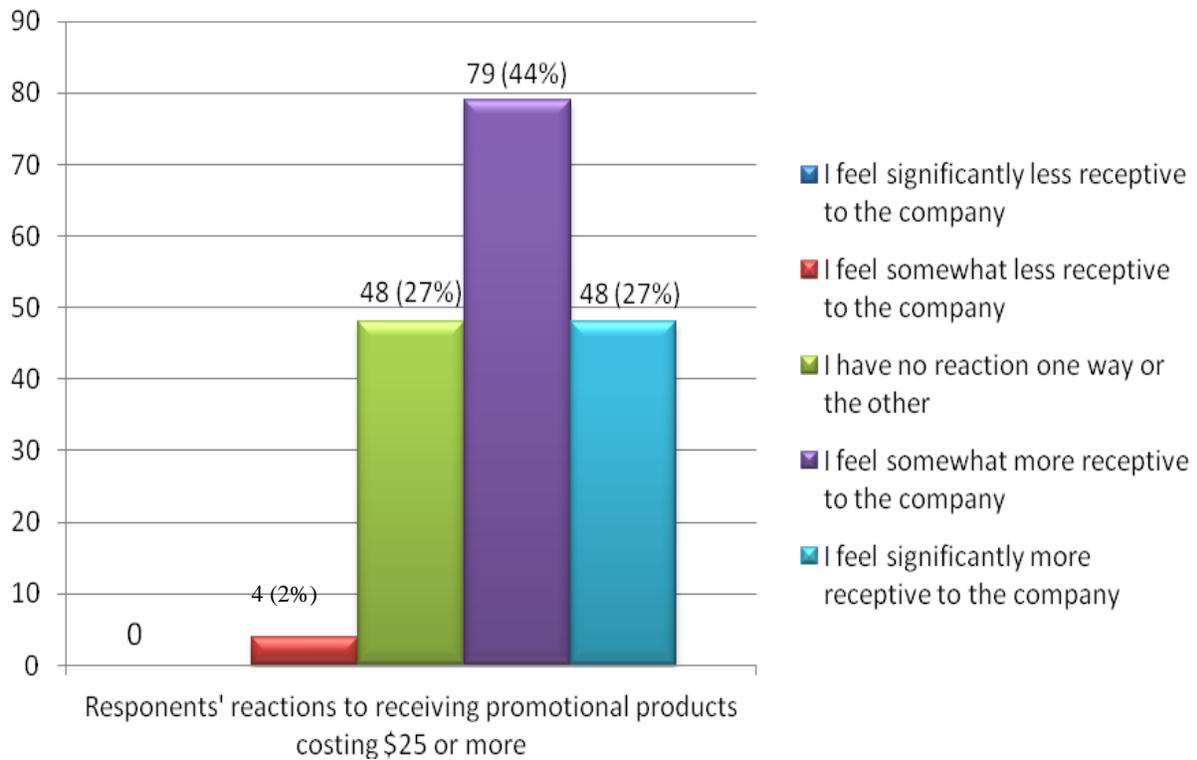
the only smartphone add-ons which is able of capitalizing on consumers' need to protect their phone investments, while also appealing to the buying habits of the more cost-conscious and trendy shopper.

Promotional Material And Brand Tie-Ins



The sale and distribution of promotional products is a \$14 billion dollar industry (Ibisworld.com 2014). Large and small companies invest millions yearly on wearables, key chains, magnets, writing utensils, bags, calendars, office supplies, and computer and other technical accessories. In a 2011 report released by ppai.org, 71% of respondents who received a promotional item with a perceived cost of \$25 or more said they felt favorably towards the company in question and its overall objective. And more than half of respondents said they felt more receptive towards a company who gifted them with promotional materials with a perceived cost of \$10-24. However, the PPAI report concluded that the perceived cost of the gift was not nearly as important as the overall usefulness of the item when considering the prolonged use of a promotional material by its recipient (ppai.org 2011) - a key bit of information that has major implications for the promotional value of phone accessories and their marketing opportunities.

The Senoff Loop offers businesses a chance to leverage the power of the promotional material industry while spreading their message through the branding of the 2" Smart Loop surface area. With data supporting the ongoing usage and appreciation of "useful" promotional products, it is undoubtedly a smart investment and use of promotional dollars for businesses to market their products with The Senoff Loop. Indeed, in addition to fulfilling users' desires for a functional product, the logos are mobile and easily seen by anyone in close proximity to the smartphone user. Every time the phone is taken out of a pocket, backpack, or purse, the company's featured design is seen by the user, their friends, and those around them. Any time the phone is used to take a picture or respond to a text, the image is flashed to the user and passersby. In short: The Senoff Loop accomplishes mass marketing on a micro-level using cost-effective techniques that multiple categories of end-users will appreciate.



Market Need And The Current Gap In The Phone Accessories Market

The cell phone accessory market is currently comprised of the following main add-ons:

Protective cases; headphones; batteries and chargers; screen-protectors; hands-free

devices (e.g., bluetooth headsets). Of those accessories, protective cases and screen

protectors make up nearly half of the dollar-share (businessinsider.com 2012). When

asked which features were most desirable in a cell-phone protective case, respondents

indicated that high quality materials, durability, lack of added bulk, general aesthetics, and price were the most important factors in their ultimate purchase (nbd.com 2012). What was not mentioned, incidentally, was the need of users to have full-functionality of their phone, which some protective casings and screen protectors limit with their added bulk and ill-fitting bodies.

The Senoff Loop is able to circumvent many of these issues with its preemptive protection position. Unlike some protective cases which can run consumers up to \$90, or add-on screen protectors which are unreliable and can cause connectivity issues with touch-screens, the Senoff Loop adds drop protection for smartphones by equipping the user with a proactive and preemptive solution. When users engage the durable, water-resistant Smart Loop, accidental phone dropping becomes next to impossible. The lightweight 2" disk bonds tightly with most cell phone cases, and the loop will fit snugly to ensure that users have a reliable grip on their phones - even when the rest of their hands are not properly holding the device.



Unlike other protective cases, the cost-effective Senoff Loop also offers the lowest-profile protective add-on in the market, a key factor for buyers. When the loop is in the rest position, the entire disk stands no more than 1/16 of an inch thick. Users can easily slip their smartphones into their pockets without concern of added bulk.

Lastly, the Senoff Loop fixes a problem that many consumers aren't even conscious that they have: the lack of full functionality of their phones. Data show that 82% of smartphone



owners use their phones for taking pictures, and 80% use their phones for texting (pewinternet.org). Indeed, one of today's current trends is the "selfie," which requires users to extend the phone away from their body in order to capture the perfect picture of themselves and their friends. Most anyone with selfie-

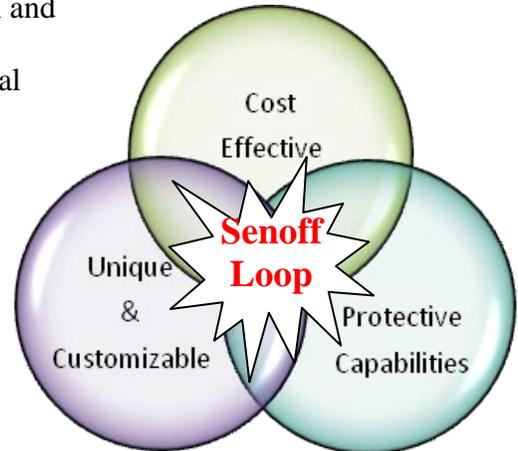
taking experience has complained at one time or another that it can be difficult to hold the phone at a particular angle while simultaneously attempting to touch the "shutter" to take a picture. The Senoff Loop fixes that problem with its Smart Loop technology, thereby giving the user full functionality of their hand to take selfies at even the most precarious angles.



The Senoff Loop fills a major gap in the cell phone accessory market. While many accessories offer protection, they can either do so at a price-point that does not align with the consumers' needs, or, the protective casings are too bulky and not aesthetically pleasing. The Senoff Loop offers preemptive protection that is cost-effective, lightweight with one of the lowest profiles on the market, and comes in endless style options.

The Senoff Loop Solution

The Senoff Loop is an accessory and preemptive protection add-on that will work with nearly all smartphones and personal electronic devices. And unlike many other mobile accessories on the market, the Senoff Loop offers unprecedented promotional and marketing opportunities, as well as the chance for individual consumers to customize the look of their devices. In short, the Senoff Loop is positioned in the marketing sweet-spot of cost-effectiveness, protective/safety functionality, and user customizability.



Key Benefits of the Senoff Loop

- **Safety First:** Other protective cases and screen protectors are made to shield phones and PEDs from damage *after* they've been dropped. The Senoff Loop *stops the drop* altogether as a preemptive damage solution that is both stylish, on price-point, and without the bulk. Furthermore, the Flip-Up Safety Loop is designed with users' safety in mind. In the event that the smartphone or PED is forcefully removed from the user's hands, the safety loop will break and disengage from the phone in order to prevent further injury. No other phone accessory can make that claim.



- **Enables Full-Functionality:** With over 80% of smartphone owners using their devices for activities that demand a reliable grip with either one or both hands, users need a way to engage with their devices without added inconveniences. The Senoff Loop allows users full-functionality of their phones by simply slipping a finger through the sturdy Safety Loop. Users will be able to text, scroll, take pictures, read, and play games without having to worry about dropping their phone due to mishandling or simple hand fatigue. With the Senoff Loop, smartphone owners will be able to have complete control of their screens with just one hand.



- **Branding and Promotional Options:** Unlike most mobile accessories on the market, the Senoff Loop can be customized and branded for promotions using high quality, full-color, and high-resolution printing technology. Additionally, the Senoff Loop can be strategically designed to drive marketing campaigns via the creation of collector's items.



- **Ready For The Future Of Phones:** The styles of phones are always being updated, and it's important to invest in products that will change with your phone upgrade and not become obsolete as soon as the next version is released. With curved backs and flexible screens as the next new thing in smartphone designs, consumers are going to need a way to ensure a tight grip on their devices, and

that's where the Senoff Loop comes in. The 2" disk is flexible enough to move and mold to the curve of the phones, all while providing users with exceptional functionality with just one hand. Other similar products are too rigid



to work with the curved back of some smartphone devices, making them completely ineffectual. The Senoff Loop's flexible material and strong adhesive make it possible for the disk to work with phones and PEDs that don't have a completely flat back.

- **Other Major Benefits:** The Senoff Loop offers a number of other advantages to both distributors and buyers, which makes this simple add-on one of the most competitive cell phone accessories out there.
 - Light-weight and low-profile
 - Cost-effective for buyers, distributors, and consumers
 - Waterproof, washable, reusable, removable
 - Full-color high resolution printing
 - Completely manufactured in America
 - Can also work as a stand when the loop is in the active position
 - Special glue that is effective and removable
 - Is durable and reliable, yet also works as a consumable product

Senoff Loop FAQs

Common Questions:	Response:
The Senoff Loop looks quite thin, will it cut or be uncomfortable on my finger if I use it for a long period of time?	The material used is rigid in order to maintain its durability, but because most smartphones do not weigh much, there is not significant downward pressure against one's finger. For larger PEDs, users can apply two Senoff Loops to distribute the weight.
I have very large hands. Will I still be able to use the Senoff Loop?	The Senoff Loop will fit a vast majority of children's, women's, and men's fingers without a problem. If your hands are much larger than the average, you can special-order a Senoff Loop that will fit.
How long can I expect my Senoff Loop to last?	With normal use, the Senoff Loop is made to open and close over 2000 times. The loop is made to be durable, yet can also accommodate users changing moods by being a removable and consumable product.
Will the Senoff Loop break?	If users are too rough with the loop, it can break; This is done as a safety precaution. In the event that the phone is forcefully removed from the user's hand, the Flip-Up Safety Loop is designed to break in order to prevent injury.
The entire Senoff Loop looks very thin. Will it be difficult to raise the loop from the resting position?	To make raising the loop easier for our customers, we have included the Senoff Stick Pad to attach to the bottom of the loop in order to create additional space for users to engage the Safety Loop.
<p style="text-align: center;">Additional FAQs and product usage information can be viewed at: http://www.senoffloop.com/Q&A.htm</p>	

Information For Distributors And Marketers

Potential distributors can be confident in their decision to sell the Senoff Loop. Currently patent pending, The Senoff Loop has filed a provisional patent on the loop's release mechanism, in addition to the submission of four U.S. design applications and trademark registration for the word mark, "Stops The Drops."

Distributors can also feel secure in knowing that they have a major advantage with the Senoff Loop's elegant and simple design. With a singular piece which does not contain any small parts that could be considered a choking hazard to children or pets, the device surpasses its competitors in safety features. The Senoff Loop is not manufactured using any plastic injection molding or additional parts that need to be assembled, a huge advantage in regards to boosting graphic quality while keeping costs low.

Contact Michael Senoff at senoff.michael@gmail.com for pricing.

Additional Specs	Additional Charges
Item: SL100	Rush Charge: \$40.00
Size: 2" diameter	Shipping/Handling: \$9.35 US / \$27.00 Canada
Imprint Area: 1-3/4	Design Services: \$50.00
Lead Time: 7 days from final art approval	FREE gloss aqueous coating
Packaging: Bulk bags	FREE UV coating for extra shine and durability
Shipping: 100 Per Bag / 2 Lbs	
7-day production (rush available)	
Durable, clear, easy access packaging	

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Sources

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